

A stylized graphic of a milk carton is centered on a dark wood-grain background. The carton is composed of several geometric shapes: a light grey top cap, a white upper body, a teal horizontal band, and a white lower body. The word "MILK" is printed in white on the teal band. Below it is a colorful graphic of four overlapping downward-pointing triangles in red, orange, yellow, and purple. At the bottom of the white section, the text "JOIN THE MOOVEMENT." is written in a bold, purple, sans-serif font.

MILK

**JOIN THE
MOOVEMENT.**



Milk is a white liquid that is secreted by a female mammal's mammary glands to feed her young.

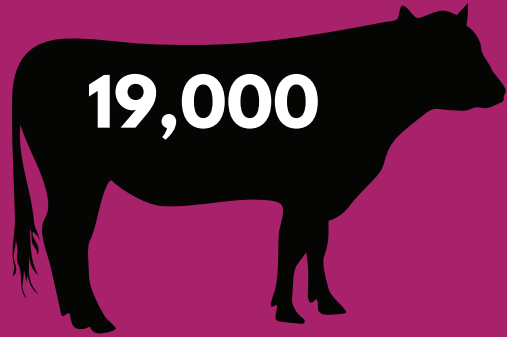
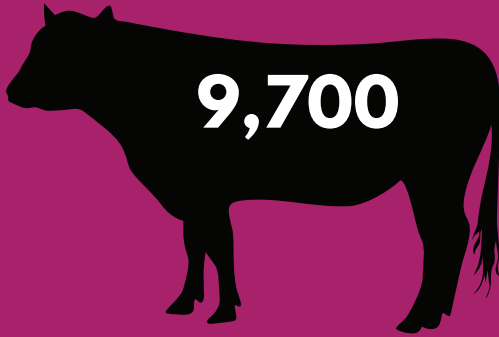
Dairy Milk is promoted as a healthy, nutrient rich beverage for babies and children. However, babies stop drinking milk as they get older.

Why don't we?



HORMONES

**WHAT ONE COW
PRODUCED IN LBS
IN 1970 VS. NOW**



How is this possible?

Cows are injected with hormones such as rBST (Bovine somatotropin), a hormone that is naturally occurring in female dairy cows. It is injected into the muscle tissue of the cow. This injection gives it a boost of rBST, which causes more milk production.

rBST contains IGF-1 (Insulin Growth Factor-1), linked to early puberty in girls and prostate cancer in men.



LACTOSE

Lactose is a sugar present in milk

33% of adults in the US
are lactose intolerant

90% of Asian-Americans
are lactose intolerant

30 MINUTES

IS THE AVG. AMOUNT OF TIME UNTIL
EFFECTS OF LACTOSE INTOLERANCE
OCCUR AFTER DAIRY INTAKE.



THEN & NOW

During the 16th and 17th centuries, water was unsafe to drink. As a result, people would regularly drink ale, beer, cider, and even whiskey. But even then, milk was not popular because it carried bacteria and could be just as dangerous as water.

Due to industrialization, the dairy industry boomed and pasteurization became commonplace, making fresh milk accessible to wide populations. The push for milk consumption as a staple in our diet only happened at the turn of the 20st century.

PHYSICAL EFFECTS





**MILK
ALTERNATIVES**

SOY ALMOND CASHEW COCONUT